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WITNESS my hand this  
Twenty-seventh day of September 1999

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Leonard SCOTT

**A U S T R A L I A**  
**Patents Act 1990**

**PROVISIONAL SPECIFICATION**

for the invention entitled:

"Label"

The invention is described in the following statement:

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## LABEL

### FIELD OF THE INVENTION

5 ~~The present invention relates to a label, particularly but not exclusively a bottle label.~~

### BACKGROUND OF THE INVENTION

A form of label is known which comprises an elongate strip with a first major surface for  
10 carrying trade mark or advertising material. The label may be adhered to a bottle so that the advertising material faces away from the bottle. A second major surface may be provided with product information or the like which may be viewed through the bottle, which is preferably formed of clear plastics, but is generally left blank. The second major surface of the label is consequently generally under-utilised.

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### SUMMARY OF THE INVENTION

In accordance with the invention there is provided a label with first and second major surfaces, the label being arranged to be secured to an object such that the first major surface  
20 faces away from the object so as to present information provided thereon and the second major surface is provided with fastening means for securing the label to the object, wherein the label includes an indicia bearing strip removably fixed to a panel of the second major surface.

25 Preferably, the strip is a self-adhesive sticker with advertising material provided on a surface thereof facing away from the second major surface.

Preferably, the label is elongate and the fastening means includes a tab portion arranged at one end of the label.

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Preferably, the object is a bottle and the label is arranged to wrap around the bottle, wherein first adhesive secures the fastening means to the bottle and second adhesive is provided on the first major surface to secure a second end of the label to the first end.

## 5 BRIEF DESCRIPTION OF THE DRAWINGS

The invention is more fully described, by way of non-limiting example only, with reference to the drawings, in which:

10 Figure 1 is a perspective view of a label in accordance with the invention;

Figure 2 is a perspective view of a bottle with the label affixed thereto; and

Figure 3 is a perspective view of the bottle of Figure 2 with the label partially removed.

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The label 1 includes a first major surface 2 which is arranged to carry, for example, a trade mark or advertising material, and a second major surface 3. The second major surface 3 includes a fastening means 4 for securing the label to an object such as a bottle. The fastening means 4 is in the form of a tab 5 provided at an end 6 of the label 1. The second major surface also includes a panel 7 which receives an indicia bearing strip 8 thereon. The strip is preferably in the form of a self-adhesive sticker with advertising material provided on a surface 9 thereof facing away from the second major surface 3.

25 The label is affixed to a bottle 10 by securing the fastening means 4 to the bottle with a suitable first adhesive 11. A second adhesive 12 may then be applied such that a second end 13 of the strip may be wrapped around the bottle 10 and securely attached to the first end 6 of the label 1.

30 The second end 13 of the label 1 may then be freed by gripping the second end and peeling it away from the first end 6. The label may then be unwound from the bottle and the sticker

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8 removed in the manner shown in Figure 3. The fastening means ensures that the label 1 remains attached to the bottle 10.

As can be appreciated from the above, the invention provides a means of utilising a second  
5 major surface of a standard bottle label by attaching a removable sticker thereto. Further,  
removal of the sticker may be achieved without removing the rest of the label from the bottle  
so as to inhibit littering which may otherwise result if the label disengages from the bottle.  
Although the label has been described with reference to its application to a bottle, it may also  
be applied to any other suitable object, such as a can or packaging.

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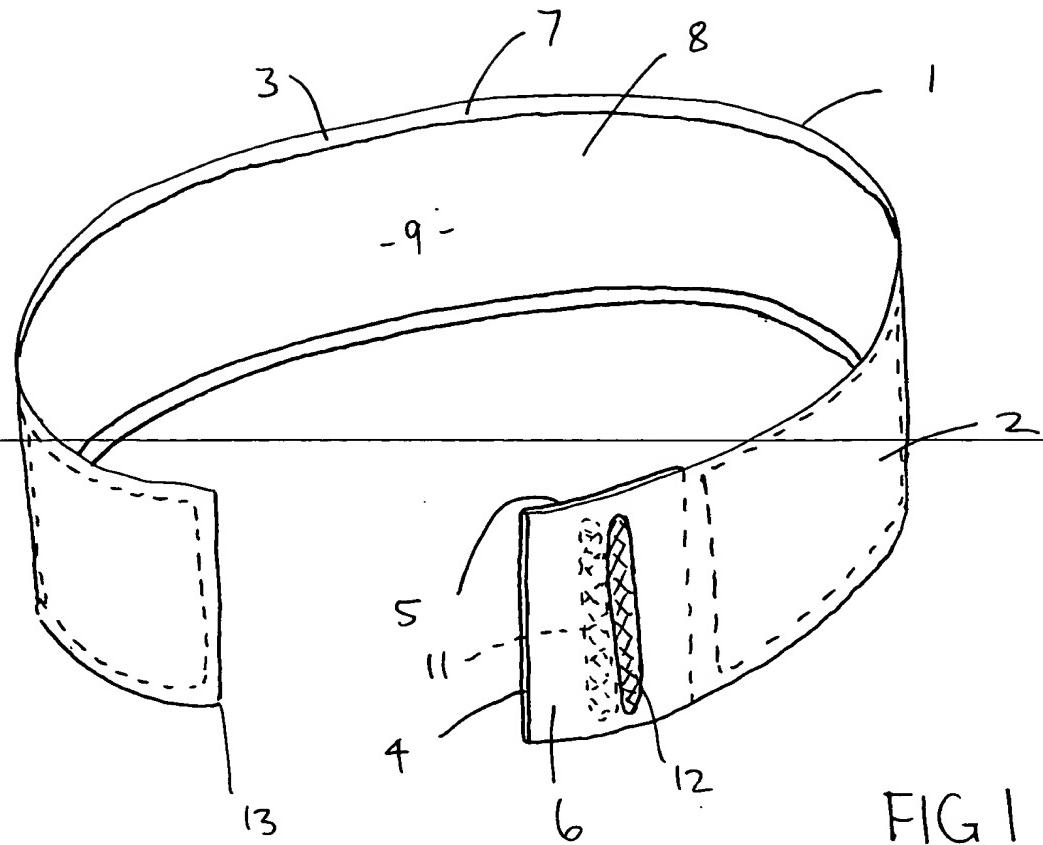
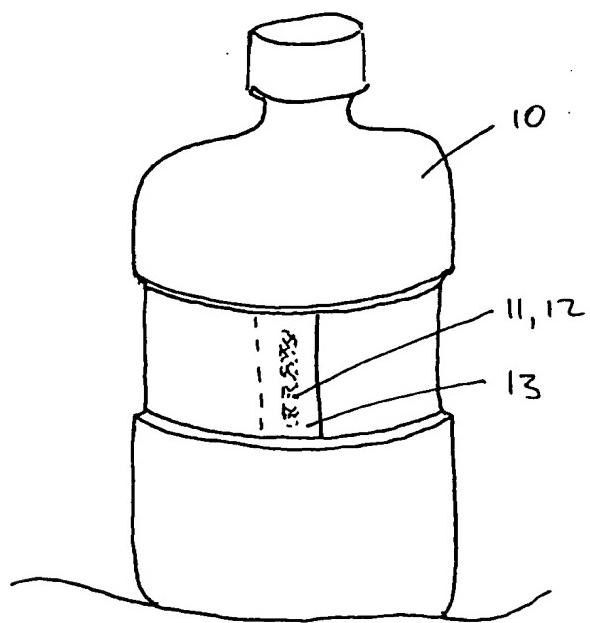
The invention has been described by way of example only and many modifications and  
variations may be made thereto without departing from the spirit and scope of the invention  
described.

15 DATED this 24th day of September, 1998

Leonard SCOTT

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20 Patent Attorneys for the Applicant

FIG 1FIG 2

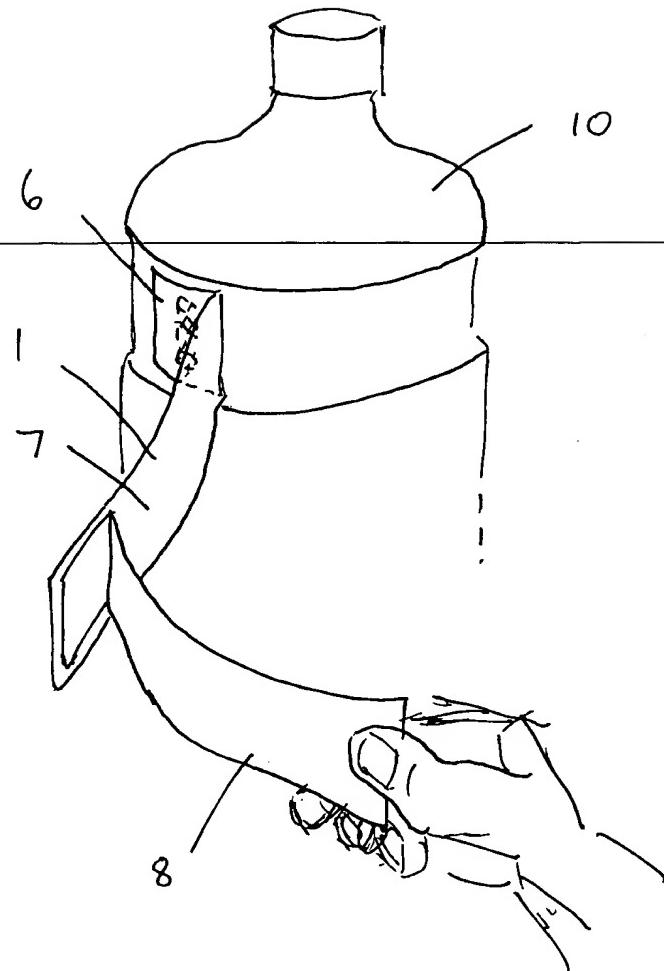


FIG 3

